

MASSACHUSETTS STATE LOTTERY COMMISSION

“BOSTON BRUINS TICKETS” Promotion

ADMINISTRATIVE BULLETIN NO. 479U

The purpose of this Administrative Bulletin is to outline the rules and regulations for the “Boston Bruins Jersey” Promotion, which is scheduled to commence on Wednesday, April 19, 2017. The manner in which the promotion is conducted shall be consistent with the Official Rules attached to this Administrative Bulletin.

MASSACHUSETTS STATE LOTTERY COMMISSION

By: _____



MICHAEL R. SWEENEY
EXECUTIVE DIRECTOR

Date: _____

4 / 18 / 2017

**Massachusetts State Lottery Commission's
"BOSTON BRUINS® JERSEY" Promotion**

Official Rules

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. General. By participating in the Massachusetts State Lottery Commission's "Boston Bruins® Jersey" Promotion ("the Promotion"), sponsored by the Massachusetts State Lottery Commission ("the Lottery") and the Boston Bruins (collectively, "the Sponsors"), the entrant acknowledges and agrees to all of these Official Rules. The Entry Period for this Promotion begins Wednesday, April 19, 2017, at approximately 9 a.m., and ends Tuesday, April 25, 2017, at 11:59 p.m. ("the Entry Period"). All times in this Promotion refer to Eastern Time. By participating in the Promotion, entrants agree to be bound by these Official Rules and by all decisions of the Sponsors, whose decisions are at their sole discretion and are binding and final. Failure to comply with these Official Rules will result in disqualification from this Promotion.

2. Eligibility. The Promotion is open only to legal residents of Massachusetts who are 18 years of age or older as of the final day of the Entry Period, Tuesday, April 25, 2017. Employees of the Sponsors and family members of employees of the Sponsors, including any spouse, child, brother, sister or parent residing as a member of the same household in the principal place of abode of any employee of the Sponsors, the Sponsors' respective advertising agencies, the National Hockey League and its Member Organizations, NHL Properties, Inc., and/or any of their respective parents, subsidiaries, affiliates, directors, officers, governors, owners, advertising and promotion agencies and agents (collectively, "the NHL Entities") are not eligible to enter or win.

3. How to Enter. There is one (1) method of entry for the Promotion, as follows: On Wednesday, April 19, 2017, at approximately 9 a.m., the Lottery shall create and publish a post on its Facebook page about the Promotion with a call to action to enter the Promotion. To enter the Promotion, entrants must comment on the Facebook post using their own Facebook account with the text "Boston Bruins Jersey promotion" (each, an "Entry") prior to the conclusion of the Entry Period, which is Tuesday, April 25, 2017, at 11:59 p.m. Any potential entrant without a Facebook account will be required to create a Facebook account in order to post an Entry. **LIMIT ONE (1) ENTRY PER PERSON.** Subsequent attempts made by the same individual to submit multiple entries by using multiple or false contact information, multiple Facebook accounts, or otherwise may be disqualified.

4. Selection of Winner. For this Promotion, one (1) winner shall be randomly selected by the Lottery from all eligible Facebook entries received during the Entry Period. The selection shall be made using the Woobox application, which aggregates all of the comments on a specific Facebook post, and has a tool for randomly selecting a winner from those comments. The winner shall be selected the first business day in which the Lottery is open to the public for business following the Entry Period of the Promotion. The winner's name shall be announced on the Lottery's Facebook page, Instagram account and Twitter account and shall also be posted on www.masslottery.com. The winner shall be notified via Facebook within 48 hours of selection. If any prize notification is undeliverable, or in the event of non-compliance with any of the Promotion rules, the prize shall be forfeited and an alternative winner will be selected. It is the sole responsibility of each entrant to notify the Lottery if his or her contact information changes. The Sponsors are not responsible for false, incorrect, changed, incomplete or illegible contact information.

5. Prizes. The total number of prizes available to be awarded for the Lottery's "Boston Bruins Jersey" Promotion shall be one (1). The winner shall receive one (1) autographed Boston Bruins team jersey (\$500 approximate retail value). Prize will be provided by the Boston Bruins. Prize transfer and

substitution by the winner are prohibited. To claim prize, winner must go to the Lottery headquarters in Braintree or to a regional office (New Bedford, Springfield, Woburn or Worcester). Winner is required to complete a claim form. Prize must be claimed within thirty (30) days from the date won. All applicable federal, state and local taxes, and expenses, costs or fees associated with the acceptance and/or use of the prize are the sole responsibility of the winner. The Sponsors shall reserve the right to substitute a similar prize of equal or greater value at their sole discretion.

The Sponsors shall not be responsible for awarding any un-awarded portion of a prize to a prize winner if the prize winner undertakes activities or communicates messages or images or engages in speech publicly or made known publicly that: (a) are sexually explicit, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; (b) are obscene or offensive, or may create public disrepute, contempt, scandal or ridicule; (c) defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any third party's or prize provider's personal or intellectual property rights or contain disparaging remarks about other people or companies; (d) are inconsistent with the positive images and/or goodwill to which the Sponsors wish to associate (which may be determined by the Sponsors, at their sole and absolute discretion); and/or (e) otherwise violate the terms of any of the agreements by which the winner has agreed to abide as an entrant of this Promotion.

Entrants agree not to issue any negative publicity concerning the Sponsors. Winners shall be required to sign and return an Affidavit of Eligibility and a Liability Release. Failure to execute such affidavit and release shall result in forfeiture of the prize and another winner shall be selected.

6. Disclaimer. By entering the Promotion, the entrant assumes all risk and liability for any personal injury or damages caused or claimed to be caused by, arising out of or in connection with his or her participation in the Promotion and/or the acceptance and/or use of any prize, and hereby indemnifies, holds harmless and releases the Sponsors and the NHL Entities, their respective constitutional office (as applicable), subsidiaries, affiliates, officers, directors, agents, and employees, and the Lottery from any and all such liability. Neither the Sponsors, the Massachusetts State Lottery Commission, and their respective subsidiaries, affiliates, agents or assigns, nor the officers, directors, agents and employees of any of the foregoing, or the Lottery and the Boston Bruins, are responsible for technical, hardware, software, or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user or by any of the equipment or programming associated with or utilized in this Promotion. Participation constitutes permission to the Sponsors and the NHL Entities (except where prohibited by law) to use winner's name, city, state, likeness and/or voice for purposes of advertising, promotion and publicity, including social media, without additional compensation.

7. Internet/Facebook. If, the Promotion is not capable of running as planned, for any reason, including but not limited to, infection by computer virus, bugs, tampering, and unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsors which corrupt or affect the administration, security, fairness, integrity of the Boston Bruins or Promotion, the Sponsors reserve the right in their sole discretion to disqualify any individual it believes has tampered with the Promotion process, and/or cancel, terminate, modify or suspend the Promotion. The Sponsors, their respective constitutional office (as applicable), and the officers, directors, agents and employees of any of the foregoing (i) assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alternation of, entries, (ii) are not responsible for any problems or technical malfunction of Facebook, any mobile networks, any telephone network or lines, computer on-line systems, servers, or provider, computer equipment, software, failure of any email to be received by the Sponsors on account of technical problems, human error or traffic congestion, or any combination thereof, including any injury or damage to the entrant or any other person's mobile phone or device related to or resulting from participation in the Promotion. The Promotion is in no way sponsored, endorsed or administered by, or associated with Facebook.

8. Disputes/Choice of Law: Except where prohibited, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be brought and are subject to the exclusive jurisdiction of the state or federal court situated in Boston, Massachusetts, (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; and (3) no punitive, incidental, special, consequential or other damages, including without limitation lost profits may be awarded (collectively, "Special Damages"), and (4) entrant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased. Massachusetts law, without reference to Massachusetts' choice of law rules, governs the Promotion and all aspects related thereto.

9. Winner Announcement; Official Rules. For the name of the winner, or for a copy of the Official Rules, available after the conclusion of the Lottery's "Boston Bruins® Jersey" Promotion on April 25, 2017, send a self-addressed, stamped envelope to: Massachusetts State Lottery, "Boston Bruins Jersey" Promotion, 60 Columbian Street, Braintree, MA 02184. Please indicate whether you are requesting a list of winners or a copy of the Official Rules.

10. Odds of Winning. Odds of becoming a winner of the Promotion are dependent on the total number of eligible entries received. There shall be a maximum of one (1) winner.

11. Privacy. Personally identifiable information that is submitted by an entrant as part of the Promotion shall be used to administer the Promotion, select the prize winner and fulfill the prize, and will be treated in accordance with the privacy policy accessible at <http://www.masslottery.com/privacy.html>.